

## PRESS RELEASE

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## Commissary "Best Value Item" Program Launches July 1

By Bonnie Powell

The best prices. Period.

Mark your calendar. July 1 is the day you can walk into your commissary and find a variety of popular products marked with "Best Value Item" signs.

Take a look and believe it. If it's marked Best Value Item, the price beats any other brand on your commissary shelf or any brand at the local grocery store.

The Defense Commissary Agency (DeCA) is making the job of bargain hunting easier for military shoppers and the agency is putting a massive effort into making sure military shoppers get the best prices on products ranging from snacks to paper goods.

"Our customers have earned their benefit and we're going to make sure they are getting the best prices through this program," said DeCA Director, Air Force Major General Robert J. Courter, Jr.

The Best Value Item, or BVI, program begins in commissaries worldwide on July 1 with about 100 items in popular sizes. Courter said he expects that number to escalate well into the hundreds.

Commissary customers entering the store July 1 will definitely get the idea that something special is afoot. A poster will greet them at the door and flyers explaining the program will be

handed out; shelf signs will point the way to BVIs, and store employees will be ready to answer customer questions. Simply put, a Best Value Item sign means that product has been identified as the best price available on grocery shelves anywhere.

The program responds to customer demand for more price savings. The commissary system is making an effort to encourage single shoppers, military families and retirees on fixed incomes to take greater advantage of their benefit.

Commissary store directors will be working hard to make sure military shoppers get the best prices without the hassle of having to research prices at the commissary - or at stores outside the gate.

DeCA has identified popular products and sizes to kick off the program, but shoppers can expect to see changes in the products marked as BVIs every time they shop. Frozen and chill products will be added this summer according to DeCA officials. And today's BVI might not be tomorrow's. Product selection and variety will change rapidly in a continuing effort to drive commissary prices down even further.

The Best Value Item program is not just "another" commissary promotion. As the Best Value Item program evolves, customers will also get more help in spotting BVIs. This fall, flashing shelf lights will point the way to value on commissary shelves. Best Value Items will be hard to miss.

"Make no mistake," said Courter, "this is an ongoing program that has the commitment of the entire agency behind it. We want every customer to understand that products marked as 'Best Value Items' are indeed the best prices. Period."